



Radio WOSO 1030 AM is the only English-language radio station in Puerto Rico, broadcasting news, entertainment and sports for bilingual professionals. WOSO has a team of 16 employees and about 20 freelancers who discuss different issues and topics according to their expertise, in order to provide high-quality programming for their audience.













Operating a radio station like Radio WOSO requires a technological infrastructure capable of receiving and transmitting information in a clear and fast way, both through traditional radio frequency and through Internet.

This station has enjoyed great audience support for over 30 years. Nevertheless, just as other mass media, it has recently

confronted the challenge of keeping a cost effective operation amidst the economic crisis that have driven many businesses to reduce their advertising investment.

WOSO's management was proactive in identifying two action plans: first, to focus on increasing their share in the advertising market; and, second, to reduce their operational costs.



WorldNet's experts immediately traced the way for WOSO to reduce costs, by implementing efficient telecommunication solutions. Their collaboration went even further by including options that allow the client to count on a bigger technological infrastructure for earning new revenues.

For their voice service, WorldNet installed the IP Centrex solution with 11 extensions and all the modern PBX functions. This solution significantly improved internal communications, as well as with business partners and sponsors. In addition, the station benefited from the operational savings provided by this solution and from the competitive advantage of being able to rapidly adapt to the business' needs.

As for the Internet service --vital for all mass media-- WorldNet installed a fiber connection with 10mb Internet and VLAN for voice, in addition to 3Mb wireless Internet. The increase in bandwidth improved signal quality for their radio transmissions and allowed them to efficiently manage high volumes of data traffic.

The project included the installation, configuration and maintenance of high yield routing equipment, with the ability to manage the traffic they generate right now and the possibility of adding new services to manage future needs.



The integration of voice, data and Internet services completed by WorldNet allowed Radio WOSO to interconnect different work areas and improve collaboration between departments. Another benefit was a significant reduction in download time for content, which allows them to work with more speed and agility.

On the other hand, with improved Internet services the station can broadcast videos online -- which is an area of opportunity for generating new revenue.

The project produced relevant savings, particularly a \$15,000 per year reduction in extra time that was spent downloading content.

Undoubtedly, WorldNet's service has helped Radio WOSO achieve more cost effectiveness in its operation and to keep its competitive advantage in the market.

"We are a growing company and our goal was to consolidate the station's current logistics and processes. We needed a first-class telecommunications solution that could help us grow, increase our audience and reduce operational costs—without losing from sight the efficiency objective. With its experience and knowledge, WorldNet helped us solve our business challenges. They offered a solution tailored to our needs and to the station's strategies", said Radio WOSO's president Sherman Wildman.

